

Case Study: Relocation & Expansion of Dr. Kulin Kothari's Hospital

How Somaa Health Ensured a Smooth Transition for BCEIRC

Client Overview

Bombay City Eye Institute & Research Centre (BCEIRC), an ASG enterprise, is a premier ophthalmology hospital in Mumbai, founded by the esteemed Dr. Kulin Kothari. Known for its cutting-edge technology and patient-first approach, BCEIRC aimed to elevate its services by relocating to a new, state-of-the-art 12,000 sq. ft. facility at Marine Drive.

However, moving a well-established hospital involved more than just a location change-it required meticulous planning, seamless coordination, and a strategic approach to branding and operations.

Somaa Health's Role and Approach

Somaa Health partnered with BCEIRC to manage the following aspects of the transition



End-to-End Operational Coordination

✓ Managed multiple stakeholders and acted as the single point of contact, between Dr. Kothari, the BCERIC team, vendors, and other key stakeholders to facilitate a

✓ Developed a **detailed** relocation timeline to streamline execution.

seamless transition.



Marketing & Patient Communication

✓ Coordinated the design and execution of all essential patient-facing materials, including signage, and internal and external hospital boards.

✓ Designed relocation communication, including WhatsApp updates and newspaper campaigns.



Staff Training & Development

✓ Conducted a tailored staff training program, led by an expert-focused on communication, teamwork, and patient interaction-through interactive learning, role-playing, and strategies for efficient patient flow.

✓ Prepared the team to operate efficiently in the upgraded hospital environment.

Ongoing Collaboration & Impact

Our consultations resolved operational bottlenecks, ensuring BCEIRC's smooth transition, leading to a long-term partnership with Dr. Kothari for continuous improvements.

If you're looking for a strategic partner, we'd love to collaborate!

Dr. Kulin Kothari about Somaa Health



"It was very satisfactory experience of working with the team of Somaa while shifting our hospital (BCEIRC) to a new address. Saniya, Ruchita and other team members were very proactive towards their responsibilities. I will be happy to appoint them in future for their expertise. Let me wish them well in their future endeavours."



Thank You!

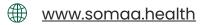
Please don't hesitate to reach out to us if you have any questions!

Prepared by **Somaa Health**





info@somaa.health



308, Balarama, Near Family Court, Mumbai- 400051